

<i>SERFF Tracking Number:</i>	<i>UHLC-125809133</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United HealthCare Insurance Company</i>	<i>State Tracking Number:</i>	<i>40212</i>
<i>Company Tracking Number:</i>	<i>TV52 (8/08)</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Television ads/TV52 (8/08)</i>		

Filing at a Glance

Company: United HealthCare Insurance Company

Product Name: Medicare Supplement

SERFF Tr Num: UHLC-125809133 State: ArkansasLH

TOI: MS05G Group Medicare Supplement -
Standard Plans

SERFF Status: Closed

State Tr Num: 40212

Sub-TOI: MS05G.001 Plan A

Co Tr Num: TV52 (8/08)

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Michelle Ambach

Disposition Date: 10/03/2008

Date Submitted: 09/09/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Television ads

Status of Filing in Domicile: Pending

Project Number: TV52 (8/08)

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Large

Overall Rate Impact:

Group Market Type: Association

Filing Status Changed: 10/03/2008

State Status Changed: 10/03/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

We enclose for your information and review, proof copies of advertising material for use in connection with the AARP group health insurance program "AARP Health Care Options". This advertising material is new and does not replace any material previously submitted to the Department.

These advertising commercials are an invitation to inquire. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached television script.. We have enclosed the scripts for your information.

SERFF Tracking Number: UHLC-125809133 State: Arkansas

Filing Company: United HealthCare Insurance Company State Tracking Number: 40212

Company Tracking Number: TV52 (8/08)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Television ads/TV52 (8/08)

We would like to inform the Department that the component numbers will appear in the lower left had side of the first screen when the commercial airs

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
601 Office Center Dr. (267) 470-1519 [Phone]
Fort Washington, PA 19034 (267) 470-1906[FAX]

Filing Company Information

United HealthCare Insurance Company CoCode: 79413 State of Domicile: Connecticut
450 Columbus Boulevard Group Code: 707 Company Type: Health
PO Box 150450
Hartford, CT 06115-0450 Group Name: State ID Number:
(215) 653-8046 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: STATE REQUIRED FILING FEE
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United HealthCare Insurance Company	\$50.00	09/09/2008	22377405

Created by SERFF on 10/03/2008 03:59 PM

SERFF Tracking Number:	UHLC-125809133	State:	Arkansas
Filing Company:	United HealthCare Insurance Company	State Tracking Number:	40212
Company Tracking Number:	TV52 (8/08)		
TOI:	MS05G Group Medicare Supplement - Standard	Sub-TOI:	MS05G.001 Plan A
	Plans		
Product Name:	Medicare Supplement		
Project Name/Number:	Television ads/TV52 (8/08)		

Disposition

Disposition Date: 10/03/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-125809133 *State:* Arkansas
Filing Company: United HealthCare Insurance Company *State Tracking Number:* 40212
Company Tracking Number: TV52 (8/08)
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: Medicare Supplement
Project Name/Number: Television ads/TV52 (8/08)

Item Type	Item Name	Item Status	Public Access
Form	TV AD	Filed	Yes
Form	TV AD	Filed	Yes

SERFF Tracking Number: UHLC-125809133 State: Arkansas

Filing Company: United HealthCare Insurance Company State Tracking Number: 40212

Company Tracking Number: TV52 (8/08)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Television ads/TV52 (8/08)

Form Schedule

Lead Form Number: TV52 (8/08)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	TV52 (8/08)	Advertising	TV AD	Initial		45	TV52_8-08.pdf
Filed	TV53 (8/08)	Advertising	TV AD	Initial		45	TV53_8-08.pdf

Client: AARP/ UnitedHealth Group
Product: Medicare Supplement Insurance
Title: "All About Freedom"
Length: :120
Rev #:
Job #:
Date: 8/27/08
Page: 1 of 3

ISCI #: TBD
Producer:
Master:
Record Place/Date:
Edit Place/Date:
V/O Talent:
OC Talent:
Music:
Singer:

VIDEO

1. OPEN ON MONTAGE OF OLD BLACK-AND-WHITE IMAGES FROM THE 60s. WE SEE A YOUNG GUY AND HIS GIRLFRIEND IN A VW BUS.

2. THEN DISSOLVE TO THE SAME GUY AND HIS WIFE AT AGE 65. THEY NOW HAVE A MORE DELUXE VERSION OF A VW CAMPER.

3. WE SEE B-ROLL OF GUY AND HIS WIFE.

4. THEY ALSO HAVE A COUPLE OF GRANDKIDS ALONG FOR A CAMPING TRIP. WE SEE B-ROLL OF THEM ENJOYING THEIR TRIP.

LEGAL: Call to receive complete information including benefits, costs, eligibility requirement, exclusions and limitations.

5. SUPER UP IN BAR: AARP® HEALTH MED SUPP LOGO 1-XXX-XXX-XXX (up and present for remainder of spot), appears with TTY 1-XXX-XXX-XXXX in areas of spot

LEGAL: You must be age 65 or older and enrolled in Medicare Part B to be eligible for a Medicare supplement plan. In some states, plans may be available to persons eligible for Medicare by reason of disability.

LEGAL: Insured by United HealthCare Insurance Company, Fort Washington, PA (United HealthCare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).

AUDIO

SFX: Opening music up and under...

GUY: The 60s were all about freedom.

GUY: And now, in my 60s, they are again.

GUY: I have the freedom to do what I want and go where I want.

GUY: That's what I like about my Medicare Supplement Insurance. I can see the doctor I want—where I want. Anywhere in the country.

ANNCR VO: Now your 60s can be a time of freedom again—with AARP Medicare Supplement Insurance plans insured by United HealthCare Insurance Company.

COMPONENT CODE: TV52 (8/08) (up for first and last 5 seconds)

6. SUPER: The freedom to see any doctor

LEGAL: **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

7. GUY CONTINUES AS WE SEE HIM AND FAMILY

8. NOW WE SEE OLD PHOTOS OF THE GUY SERENADING HIS WIFE ON THE GUITAR.

9. THEN CUT TO MODERN IMAGES OF HIM PLAYING GUITAR FOR HIS WIFE AND GRANDCHILD.

10. CONTINUE B-ROLL OF HIM WITH FAMILY

LEGAL: Juliette Cubanski, et al., "Medicare Chartbook," Third Edition, Summer 2005, <<http://www.kff.org/medicare/7284.cfm>>, (December 6, 2006), p.32.

11. SUPER: The only Medicare Supplement Plans with the AARP name

LEGAL: These plans carry the AARP® name, and United HealthCare Insurance Company pays a fee to AARP and AARP's affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members.

Based on 2007 United HealthCare Insurance Company Internal Data. <https://www.aarphealthcare.com/statistics>

12. SUPER UP IN BAR WITH PHONE NUMBER: Call for FREE Information and a Quote

LEGAL: This is a solicitation of insurance. An agent may contact you.

LEGAL: AARP Health is a collection of health-related products, services and insurance programs available to AARP members. Neither AARP nor its affiliate is the insurer, and neither employs or endorses individual agents. AARP contracts with insurers, to make coverage available to AARP members.

ANNCR VO: Because any doctor or hospital that accepts Medicare will accept AARP Medicare Supplement Insurance. Anywhere in the U.S.

GUY: The freedom to do my own thing—without worrying about which doctor I can see.

ANNCR VO: Medicare covers only about 80% of your Part B health care costs. The rest has to come out of your pocket.

ANNCR VO: But with an AARP Medicare Supplement insurance plan, you could save up to thousands of dollars because it helps cover some of the out-of-pocket expenses Medicare doesn't.

ANNCR VO: And only these Medicare Supplement plans have the AARP name. And cover more people nationwide than any other Medicare Supplement insurance carrier.

ANNCR VO: Call today, and you'll receive a free information kit with a customized rate quote to help you choose the plan that's right for you.

13. SUPER: Helps cover some of what Medicare doesn't pay

14. GUY HOLDS CARD IN HIS HAND

SUPER: Convenient and Simple

15. CONTINUE B-ROLL OF HIM AND FAMILY

LEGAL: AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan.

16. CUT TO ANOTHER 60s-ERA SHOT OF THE GUY ON A MOTORCYCLE WITH HELMET.

17. NOW SCENE DISSOLVES TO THE GUY AND HIS WIFE RIDING BICYCLES ALONG THE BEACH WITH HELMETS.

18. THE CAMERA GOES WIDE, AND WE SEE THEM RIDE OFF INTO THE DISTANCE.

19. SUPER: Yours FREE

20. SUPER: AARP HEALTH MED SUPP LOGO
CALL FOR FREE INFORMATION AND A QUOTE

ANNCR VO: You'll learn about a choice of plans that help cover some of the 20% out-of-pocket costs that Medicare Part B doesn't cover.

Making it easier to budget your annual health care expenses.

ANNCR VO: And you'll discover how convenient and simple it is to use your AARP Medicare Supplement Insurance.

GUY: You just show your card. No hassles.

ANNCR VO: Medicare only pays for part of your health care coverage. You have to come up with the rest.

And that's why Medicare Supplement Insurance is such a good idea. It's all about freedom of choice.

GUY: Back in the 60s, I went my own way.

GUY: Why stop now?

ANNCR VO: So call today for a free information kit. And learn how AARP Medicare Supplement Insurance can help make your 60s a time of freedom—again.

ANNCR VO (TAG): When you call, you'll also receive this free educational guide to help you understand your Medicare coverage options. It's yours free when you call.

ANNCR VO: So call now.

Client: AARP/ UnitedHealth Group
Product: Medicare Supplement Insurance
Title: "All About Freedom"
Length: :60
Rev #:
Job #:
Date: 8/27/08
Page: 1 of 3

ISCI #: TBD
Producer:
Master:
Record Place/Date:
Edit Place/Date:
V/O Talent:
OC Talent:
Music:
Singer:

VIDEO

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AUDIO

SFX: Opening music up and under...

GUY: The 60s were all about freedom.

GUY: And now, in my 60s, they are again.

GUY: That's what I like about my Medicare Supplement Insurance. I can see the doctor I want—where I want. Anywhere in the country.

ANNCR VO: Now your 60s can be a time of freedom again—with AARP Medicare Supplement Insurance plans insured by United HealthCare Insurance Company.

ANNCR VO: Because any doctor or hospital that accepts Medicare will accept AARP Medicare Supplement Insurance. Anywhere in the U.S.

COMPONENT CODE: TV53 (8/08) (up for first and last 5 seconds)

6. CONTINUE B-ROLL OF HIM WITH FAMILY

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7. NOW WE SEE OLD PHOTOS OF THE GUY SERENADING HIS WIFE ON THE GUITAR.

SUPER: Helps cover some of what Medicare doesn't pay

LEGAL: AARP Health is a collection of health-related products, services and insurance programs available to AARP members. Neither AARP nor its affiliate is the insurer, and neither employs or endorses individual agents. AARP contracts with insurers to make coverage available to AARP members.

8. THEN CUT TO MODERN IMAGES OF HIM PLAYING GUITAR FOR HIS WIFE AND GRAND CHILD.

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ANNCR VO: Call today for free information kit with a customized rate quote.

ANNCR VO: You'll learn about a choice of plans that help cover some of the 20% out-of-pocket costs that Medicare Part B doesn't cover.

Making it easier to budget your annual health care expenses.

ANNCR VO: And you'll discover how convenient and simple it is to use your AARP Medicare Supplement Insurance.

GUY: You just show your card. No hassles.

ANNCR VO: So call today to learn how AARP Medicare Supplement Insurance can help make your 60s a time of freedom—again.

HIS WIFE (WITH HELMETS) RIDING BICYCLES
ALONG THE BEACH.

SUPER: Yours FREE

12. SUPER: AARP HEALTH MED SUPP LOGO
CALL FOR FREE INFORMATION AND A QUOTE

ANNCR VO (TAG): And you'll receive this free guide to
help you understand your Medicare coverage options.

ANNCR VO: So call now.

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<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>	<i>MS05G.001 Plan A</i>	
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Television ads/TV52 (8/08)</i>		

Rate Information

Rate data does NOT apply to filing.